

Arizona Lottery screens

In-kind media deployment offered by the Arizona State Lottery

- 3,200 Arizona Lottery retailer screens
- 9-second slide, rotating 24/7 during promotion
- 18-second slide (1 English, 1 Spanish) at Food City locations
- 2,594 Lottery-In-Motion 20" Slideshow Monitors
- 1,800 Vending Machine - Digital Display



Radio

English and Spanish radio with 15 and 30 second spots running statewide. Higher frequencies across stations in Maricopa County

English Radio

Stations	Format	Ownership	Dial Position
KMVA	Adult Top 40	Desert Valley Media Group	97.5
KOAI	Classic Hits	Desert Valley Media Group	95.1/94.9
KKFR	Rhythmic Contemporary Hit	Desert Valley Media Group	98.3 / 96.1
KALV	Top 40	Audacy	101.5
KMLE	Country	Audacy	107.9
KOOL	Oldies	Audacy	94.5
KESZ	Adult Contemporary	iHeart	99.9
KFYI-AM	News/Talk	iHeart	550 AM
KNIX	Country	iHeart	102.5
KYOT	Adult Hits	iHeart	95.5
KMXP	Adult Contemporary	iHeart	96.9
KZZP	Top 40	iHeart	104.7
KMVP	Sports	Bonneville	98.7
KTAR-FM	News/Talk	Bonneville	92.3
KDKB	Alternative Rock	Hubbard	93.3
KUPD	Active Rock	Hubbard	97.9
KSLX	Classic Rock	Hubbard	100.7
KAJM	Rhythmic Contemporary Hit	Sierra H.	104.3
KZCE	Hip Hop	Sierra H.	101.1

Spanish Radio

Stations	Format	Ownership	Dial Position
KHOT	Mexican Regional	Univision	105.9
KOMR	Spanish Adult Hits	Univision	106.3
KLNZ	Mexican Regional	Entravision	103.5
KVVA	Spanish Adult Hits	Entravision	107.1
TOTAL			

Flight Dates

- December 26, 2022 – February 12, 2023 (Included negotiated bonus of two-weeks)
- January 26, 2023 – February 12, 2023



Radio Spots (produced by USDHS)



- [30-Second English – Click to listen](#)
- [15-second English – Click to listen](#)
- [30-second Spanish – Click to listen](#)
- [15-second Spanish – Click to listen](#)

Digital campaign parameters

Flight: 12/12/22 – 03/05/23

Budget: \$790,922

Target market: Arizona

Landing Page:

<https://goyff.az.gov/humantrafficking/resources>

On-site actions tracked: resource link clicks

Media Channel	Total
Geo-fence display	\$487,055
Contextual targeted display	\$174,182
Paid Search	\$42,375
Snapchat	\$23,214
TikTok	\$20,737
Instagram	\$20,167
Ad serving and verification	\$23,192
Total	\$790,922

293+ million impressions delivered via digital media

Geo fence most cost-efficient digital media channel at \$2.36 CPM

Snapchat driving traffic to the site at the lowest cost-per-visit (CPV) of \$0.51

Google paid search drives traffic to the site at the higher rate (5.05%)

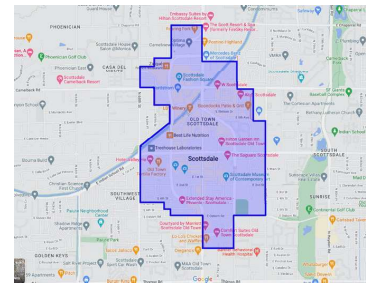
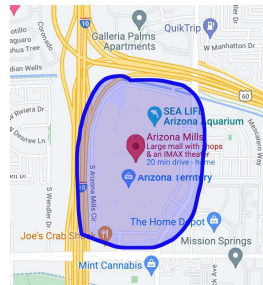
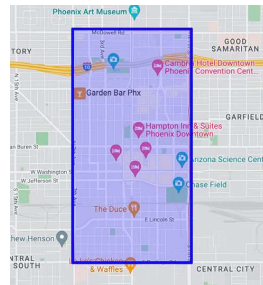
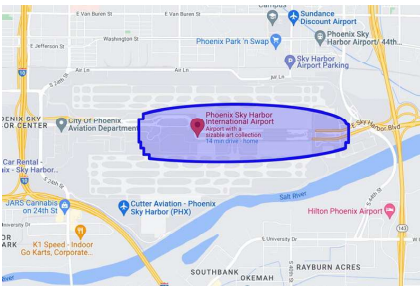
	Impressions	Visits	VTS%	Actions	CNV%	Spend	CPV	CPM
Geo Fence display	233,632,787	5,730	0.00%	25	0.44%	\$551,311	\$96.21	\$2.36
Contextual display	47,886,647	4,568	0.01%	16	0.35%	\$153,814	\$33.67	\$3.21
Snapchat paid social	2,993,557	43,788	1.46%	0	0.00%	\$22,266	\$0.51	\$7.44
Instagram paid social	5,038,496	3,439	0.07%	0	0.00%	\$20,727	\$6.03	\$4.11
TikTok paid social	3,670,486	19,185	0.54%	1	0.01%	\$16,864	\$0.85	\$4.59
Google paid search	70,224	3,548	5.05%	15	0.42%	\$28,781	\$8.11	\$410
Total	293,293,636	80,888	0.03%	57	0.07%	\$793,768	\$9.81	\$2.71

*Source: vendor reported campaign performance data 12/12/22 - 03/05/23

Majority of digital impressions through geo-fences

Setting a virtual parameter (fence) around important physical locations to reach people when they enter the target area with display ads across all devices, primarily cell phones:

- **Airports** in Arizona including Phoenix Sky Harbor and private airports
- **Select malls and shopping centers** throughout Arizona which are often hubs for traffickers
- **Areas known for high levels of trafficking activity in Maricopa County** (27th Ave./Van Buren and McDowell Rd./SR51, Bell Rd & Union Hills near I-17)
- Super Bowl specific
 - **State Farm Stadium** and surrounding “tailgate area” Sunday, 2/12/23
 - Downtown Phoenix and Scottsdale on Sunday, 2/12/23



47MM+ impressions on contextually relevant sites

Targeting users visiting pornography-related and adult content online calling attention to the fact that many of the people featured could be human trafficking victims.

Serve cross device and cross channel display banner ads across desktop, mobile and tablet devices both in-app and on websites featuring explicit content as well as human trafficking specific content.

75% of the ads delivered have been in-view; 25% above the industry standard which aids in driving awareness of the issue.



11MM+ impressions across social platforms

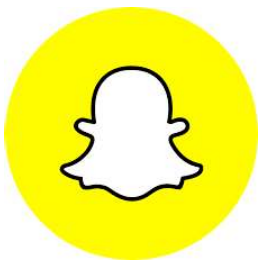
Target teenagers throughout Arizona who could become potential victims

- 97% of teens use social media daily
- 45% being online almost constantly*

Teens have also been engaging with the creative garnering over 5,000 engagements

Snapchat and TikTok drive users to the site 10x better than Instagram (1% VTS vs 0.07%)

Social media platforms generated close to 88,000 video completions

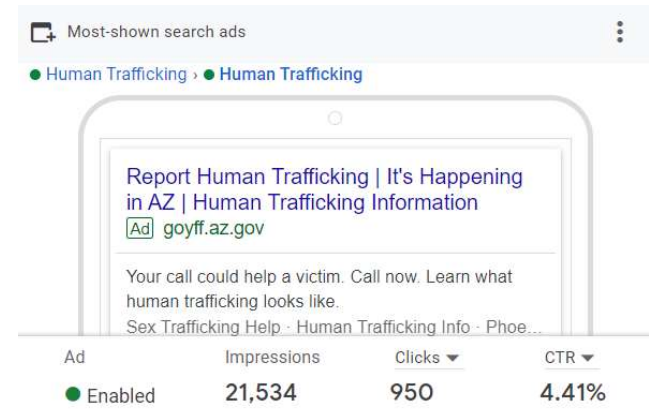
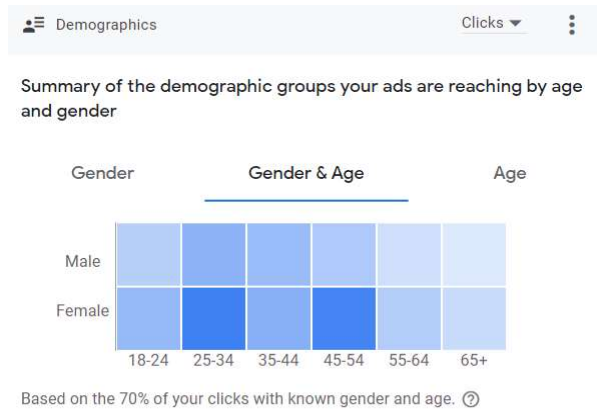


*Pew Research survey, 2018


Reached people actively searching human trafficking related terms via Google

Targeting 'human trafficking' related keyword searches on Google

Surprisingly, there's vast amount of search volume traffic and current budget levels allow for 58% impression share for these searches





Digital creative content examples



TRAFFICKERS DON'T DISCRIMINATE
Anyone can become a victim of human trafficking.

Arizona Tip Line
1-877-4AZ-TIPS

Learn more:
dhs.gov/BlueCampaign


LOS TRAFICANTES NO DISCRIMINAN
Cualquiera puede ser en una víctima de la trata de personas.

Arizona Tip Line
1-877-4AZ-TIPS

Aprende más:
dhs.gov/BlueCampaign




**WHEN
 YOU CAN'T
 WALK AWAY**

If you are controlled and do not have the freedom to leave, you may be a victim of human trafficking.

Arizona Tip Line
1-877-4AZ-TIPS

Learn more:
dhs.gov/BlueCampaign




**CUANDO
 NO PUEDES
 ALEJARTE**

Si te controlan y no tienes la libertad de irte, puedes ser una víctima de la trata de personas.

Arizona Tip Line
1-877-4AZ-TIPS

Aprende más:
dhs.gov/BlueCampaign




A stylized illustration of a person in a dark suit with arms outstretched, set against a dark grey background. The person is wearing glasses and has their hair styled back. The illustration is rendered in a sketchy, hatched style.

DISCUSSION

THOUGHTS, QUESTIONS AND NEXT STEPS

CONTACT INFORMATION

Stephen Heitz
Chief Innovation Officer
stephen@lavidge.com
480.648.7547

LAVIDGE
2777 E Camelback Rd, Ste 300
Phoenix, AZ 85016

